

District Report

Monthly Metro Report - District Summary**DATA DATE: APRIL 1997****District Number xxxxxx**

Metro Units	xxxxxx	xxxxxx	xxxxxx	xxxxxx
Total Accounts in Unit	150	151	152	153
Total # of POS items in Unit	540	540	540	540
Average # POS items per Account	3.6	3.6	3.6	3.6
Accounts with Visibility Agreements	30	25	45	10
Visibility Agreement Penetration	20%	17%	30%	7%
Product Distribution				
Brand 1	95%	90%	95%	95%
Brand 2	89%	89%	89%	89%
Brand 3	80%	80%	80%	80%
Brand 4	65%	65%	65%	65%
Brand 5	50%	50%	50%	50%
Brand 6	46%	46%	46%	46%
Brand 7	30%	30%	30%	30%
Brand 8	20%	20%	20%	20%
Price Gap (Marl to Lowest Prem)	\$ 0.49	\$ 0.35	\$ 0.58	\$ 0.65
Metro Promotions Placed	45	65	83	20
Metro Promotions Penetration	30%	43%	55%	13%

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